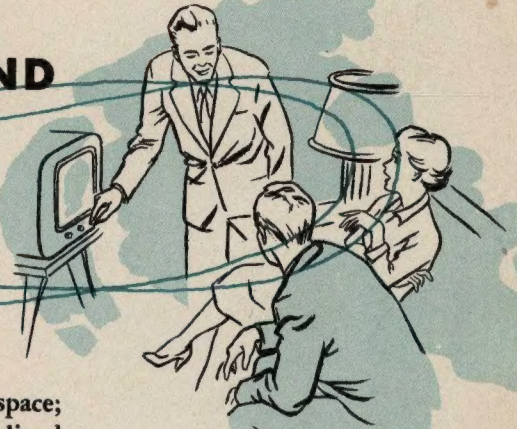


WHERE MODERN COMFORTS AND MODEST RENTS MUST MARCH HAND-IN-HAND

The mass housing of America's population . . . in apartments and housing projects of gigantic size . . . has become a serious problem!! For, today's standards of living have been raised to such a degree that "top" comforts and conveniences are demanded even when rents must be kept at reasonable levels.

Better ventilation and light; extra closet space; hide-a-way beds for overnight guests; streamlined kitchens; better laundry facilities; adequate electric outlets and telephone runways . . . all such comforts and conveniences are practically "musts" in apartments today. Yet these items involve no operating expense once the building is completed.

BUT the most important contribution to health and comfort is a never failing supply of heat and plenty of hot water for kitchen, bath and laundry, for which *fuel must be bought every year*. It is such *every year expenses* that determine the return on the investment.



KEWANEE

STEEL BOILERS

THE KEY TO ECONOMICAL HEATING

The steel dependability and longer life of Kewanee Boilers spread their initial cost over many extra years, making them a *most economical buy*. And their ability to produce more heat with less fuel makes them *most economical to operate*.

With building money provided for these vast housing projects by the country's great financial institutions . . . all having access to

leading architectural, engineering and building talent . . . it is significant that Kewanee Boilers are predominately preferred for heating them.

Pictured inside this folder is the Park-Merced Apartments, in San Francisco's famous Lake Merced section . . . one of a long list of important apartment and housing projects which have selected Kewanee for dependable, low-cost heat.

Cut-a-way view KEWANEE Type "C" Boiler selected for heating the Park-Merced.

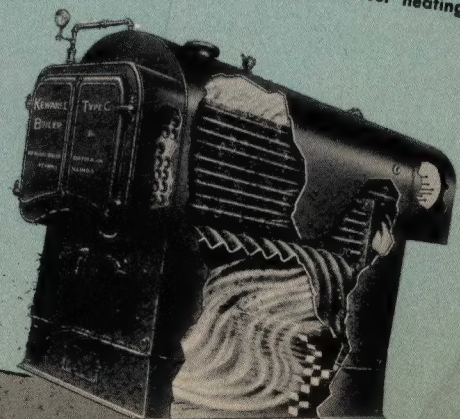
Note the Kewanee corrugated crown sheet . . . a feature that offers many advantages over conventional construction:

Corrugations add strength multiplying the staming of a plain steel arch many times. Formed one-at-a-time the same thickness and strength is maintained throughout.

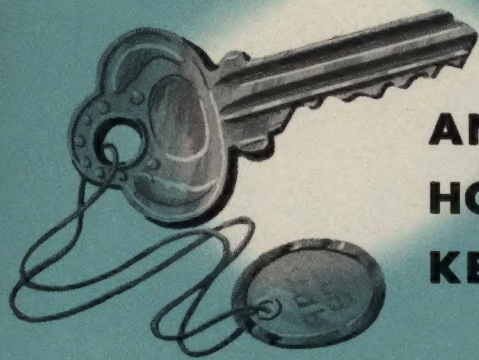
More Effective Heating Surface facing the hottest part of the fire is provided by the corrugations, making Type "C" a very fast steamer.

Right Side Up . . . Self Cleaning. No pockets in which sediment can lodge to form scale.

These plus features help make the Kewanee Type "C" the fastest selling boiler for heating big buildings.







ANOTHER IMPORTANT HOUSING PROJECT CHOOSES KEWANEE STEEL BOILERS

Pictured at the left is one of the eleven separate boiler rooms in San Francisco's Park-Merced Apartments. Each boiler room contains a battery of 3 Kewanee Type "C" Boilers. Each boiler is rated to produce approximately 2,500,000 Btu hourly . . . a total of 7,500,000 per hour for each boiler room. That makes a grand total of more than 80 million Btu every hour for the 33 Kewanees installed in this project.

All boilers are equipped with combination oil and gas burners to provide a stand-by service in case the normal supply of the primary fuel is not available.

The administration and maintenance building and the large shopping center, which are part of the project, are also Kewanee heated.

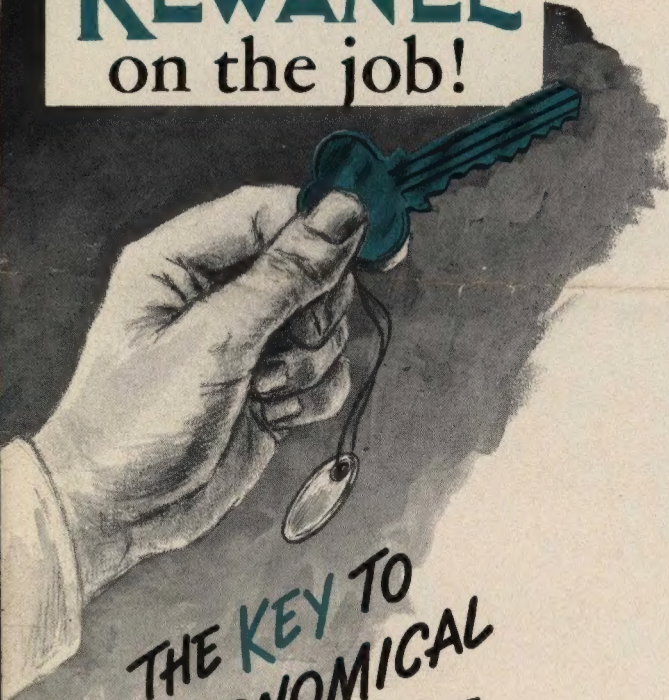
The PARK-MERCED Apartments
San Francisco
THOMSEN and WILSON, Architects
THOMAS B. HUNTER, Consulting Engineer
SCOTT-HASTORF-NETTLES, Inc.
Heating Contractor



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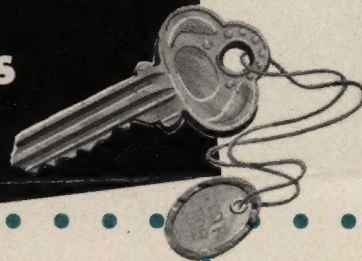
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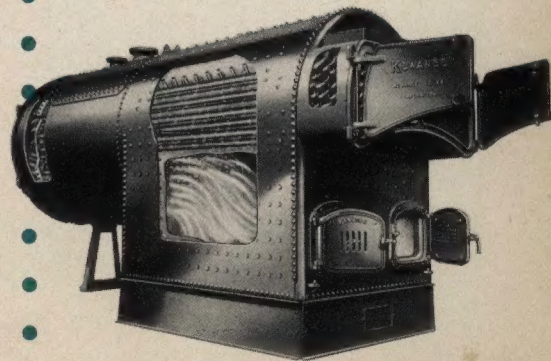
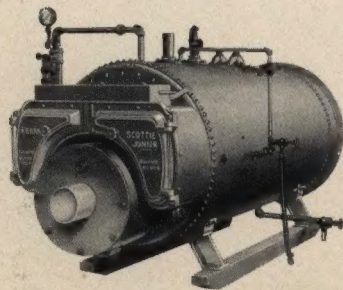
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STEEL BOILERS



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